



DEPARTMENT OF THE NAVY  
NAVY RECRUITING COMMAND  
5722 INTEGRITY DR.  
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 5604.1K  
N9/N4  
16 Nov 2009

COMNAVCRUITCOM INSTRUCTION 5604.1K

From: Commander, Navy Recruiting Command

Subj: BUSINESS CARDS FOR DEPARTMENT OF THE NAVY RECRUITERS

Ref: (a) DoD Joint Ethics Regulation, Section 2-301b  
(b) ASN (FM&C) Memo DoN Guidance for Procuring Business Cards of 9 Mar 99  
(c) ASN (FM&C) Memo Business Cards of 26 Aug 99  
(d) OSD Memo Printing of Business Cards of 15 Jul 99

Encl: (1) Recruiter Business Card - Sample

(R)

1. Purpose. To prescribe eligibility, form, and style of business cards authorized to be printed with appropriated funds for Navy Recruiting Command personnel.

2. Cancellation. COMNAVCRUITCOMINST 5604.1J.

3. Background. References (a) and (b) authorize the printing of business cards for use in connection with official activities at public expense when the exchange of cards would facilitate mission-related business communications. Reference (b) delegates authority for management officials of Flag rank or civilian Senior Executive Service members to authorize business cards for those organizations or positions that require business cards in the performance of official duties. The business cards exemplified in this instruction are the only business cards authorized to be produced at public expense within NAVCRUITCOM.

4. Eligibility. The following are Navy Recruiting Command positions authorized to have business cards printed:

(1) Commander, Navy Recruiting Command

- (2) Deputy Commander, Navy Recruiting Command
- (3) Chief of Staff, Navy Recruiting Command
- (4) Executive Assistant, Navy Recruiting Command
- (5) Flag Secretary, Navy Recruiting Command
- (6) FORCM, Navy Recruiting Command
- (7) Flag Aide, Navy Recruiting Command
- (8) Department Heads, Navy Recruiting Command
- (9) Special Assistants, Navy Recruiting Command
- (10) Commanding Officers, (All)
- (11) Executive Officers, (All)
- (12) National Chief Recruiter
- (13) Navy Recruiting Public Affairs Officers
- (14) Commander, Navy Recruiting Region
- (15) Deputy Commander, Navy Recruiting Region
- (16) Special Assistant for Diversity
- (17) Assistant Director for Diversity
- (18) Zone Supervisor
- (19) Education Specialists (All)
- (20) Campus Liaison Officers (CLO)
- (21) NAVCRUITCOM, Region, and District Command Master

Chiefs

**Note:** Commands may request authorization for other Navy Recruiting personnel whose positions require business cards in the performance of their official duties. Requests with justification should be forwarded to NAVCRUITCOM N4.

b. The following are recruiting billets entitled to have business cards printed which must have the title "recruiter" in conjunction with the individual's name:

- (1) Chief Recruiters
- (2) Enlisted Programs Officer Recruiters
- (3) Officer Programs Officer Recruiters
- (4) Medical Officer Recruiters
- (5) Nurse Recruiters
- (6) Nuclear Officer Recruiters
- (7) Officer Recruiters (including Chaplains assigned in additional duty billets)
- (8) Recruiters in Charge
- (9) Production Recruiters
- (10) Six-year Obligor/Nuclear Field Recruiters
- (11) NROTC Coordinator Recruiters

5. Specifications. Business cards must be printed per references (a) through (d).

a. At a minimum, cards must contain the following information:

(1) Individual's official address and telephone number (no home addresses or phone numbers). Official cell phone numbers are optional.

(2) Name, title, and rank of the individual.

(3) The title "recruiter" must be used in conjunction with the individual's name to clearly identify the card as recruiter material, as indicated in paragraph 4.b. above.

b. In addition, the following specifications are allowed per separate correspondence with Assistant Secretary of the Navy (Financial Management and Comptroller) maintained by N9 for Navy Recruiting:

(1) Paper stock is white index stock not to exceed 110-pound weight. (R)

(2) Card design is based on color process, using Navy blue Pantone Matching System (PMS) Blue PMS-281.

6. Sample Format. Enclosure (1) illustrates the business card format authorized to be prepared per reference (a) and paragraph 5. (R)

7. Action. Per references (c) and (d) business cards may be printed by the Lighthouse for the Blind, Inc., when it is determined that costs are equivalent to or less than to produce them on a personal computer. Otherwise, cards may be ordered from Defense Printing using the following process:

a. Orders for business cards shall be submitted on a Request for Printing, DD 282 (Rev. 04-71) to Defense Printing Service Detachment Office, 2530 Paul Jones Street, Building 2A, Naval Training Center, Great Lakes, Illinois 60088-5700. Printing lead-time is approximately four weeks.

b. Attach to the DD 282 (Rev. 04-71), one reprographic copy of each card to be reprinted (printed card requiring no change) or one typewritten copy of each new or revised card layout.

c. Regions and Districts may order 1000 untitled business cards on a semiannual basis. These untitled cards may be used for newly reporting personnel as authorized in paragraph 4 until receipt of order from Defense Printing Service Detachment Office, Great Lakes, and must be imprinted with office address.

#### 8. Forms


a. The following forms are available in the Navy Supply System using procedures specified in NFPC P-2002D, Navy Stock List of Publications and Forms:

<u>Form</u>	<u>Title</u>	<u>Stock Number</u>
DD 282	DoD Printing Requisition/ Order	0102-LF-002-8801
DD 1348-6	DoD Single Line Item Requisition System Document (Manual)	0102-LF-014-1600

R. L. GRAF  
Deputy

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Note: This form may be reproduced locally.

	NAME _____
	RANK/RATE, US NAVY _____
	POSITION TITLE _____
ORGANIZATIONAL TITLE _____	
OFFICE ADDRESS _____	
OFFICE PHONE NUMBER _____	
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